Local Foods, Local Places

New Partners for Smart Growth Conference
January 31, 2015

A Program of the U.S. Environmental Protection Agency, U.S. Department of Agriculture, U.S. Department of Transportation, Appalachian Regional Commission, Delta Regional Authority, and Centers for Disease Control and Prevention
Program Purpose

• Desired outcomes
  • More economic opportunities for local farmers and businesses.
  • Better access to healthy local food, especially among disadvantaged groups.
  • Revitalized downtowns, Main Streets, and existing neighborhoods.

• End product
  • New connections among people to build capacity for success.
  • An action plan with goals and strategies for achieving these outcomes.
Program Background

• A joint project of:
  - U.S. Environmental Protection Agency (EPA)
  - U.S. Department of Agriculture (USDA)
  - Appalachian Regional Commission (ARC)
  - Delta Regional Authority (DRA)
  - U.S. Department of Transportation (DOT)
  - Centers for Disease Control and Prevention (CDC)

• With participation from:
  - U.S. Department of Housing and Urban Development
  - State, regional and local agencies and organizations
  - Educational institutions
Planning technical assistance in 26 communities across the United States

Assist in their efforts to promote local foods and invest in existing places.
Economic Opportunities

**WHY BUY LOCAL?**

**SPEND $100 AT A LOCAL BUSINESS**

- $68 STAYS IN YOUR COMMUNITY
- LOCAL TAXES: Schools, police, fire, etc.
- LOCAL SERVICE: Marketing, accounting, printing, etc.
- LOCAL SUPPLIES: Farm, paper, signage, etc.
- WAGES: Employee spends wages in the local community
- DONATIONS: Investments in your community

**TOTAL: LOCAL**

- PURCHASES: $32 LEAVES LOCAL ECONOMY
- MAKES: 1

**SPEND $100 AT A NON-LOCAL BUSINESS**

- $43 STAYS IN YOUR COMMUNITY
- LOCAL TAXES: Schools, police, fire, etc.
- NON-LOCAL SERVICE: Marketing, accounting, printing, etc.
- NON-LOCAL SUPPLIES: Farm, paper, signage, etc.
- WAGES: Employee spends wages in the next state
- DONATIONS: Stay in and leave your community

**TOTAL: NON-LOCAL**

- PURCHASES: $57 LEAVES LOCAL ECONOMY
- MAKES: 1

Stats from Local First 2009

"Local Multiplier" study by Civic Economics
Access to healthy, local food

Williamson, West Virginia Community Garden

Image Credit: Renaissance Planning Group
Access to healthy, local food
Revitalize Downtown, Main Street, Neighborhoods

Pikeville, Tennessee. Streetscape Overhaul and Downtown Farmers Market
Technical Assistance Approach

**Assess**
- Understand context
- Refine the problem statement
- Customize agenda and materials
- Assemble relevant case studies
- Coach community on stakeholder participation

**Convene**
- Conduct community tour
- Affirm vision
- Assess assets, challenges
- Brainstorm what needs to happen to realize the vision
- Set specific goals/objectives
- Establish manageable short term and long term action steps to meet objectives

**Implement**
- Write action plan
- Follow up calls
- Mobilize resources
- Align funding
Workshop Approach

• Convene diverse stakeholder group
• Set the context with statistics on agriculture, income and health
• Introduce concepts of livability & value of local foods
• Group exercises:
  • Local values and goals - link to livability and local foods
  • Local food systems mapping
  • Place based mapping/design considerations
  • SMART Goals action planning exercise
• Action Plan Report & follow up coordination calls focused on implementation
Community Vision

Goal Affirmation

- Affirm, modify, or add to goals expressed in community’s letter of interest:
  - Establish a farmers’ market in the depot.
  - Establish a neighborhood food education center in the depot.
  - Teach canning and provide a space for it.
  - Teach new cooking skills to boost public health.
  - Connect citizens to local food options.
  - Boost local income.
  - Improve community cohesiveness.
Local Food Systems Mapping

Farmers/Ranchers
- Wooden's Apple House
- Dr. Burns (beef)
- Travis Smith (beef)
- Swafford Farm (eggs/fruit)
- Mennonite Farmers
- Don Hunter
- Manderry Farms

Producers
- Brown Dirt Farm
- Others producing pumpkins, watermelons, beans, peppers, tomatoes, corn, goat cheese, honey, lettuce

Processors
- R&D Slaughtering
- Bee Keepers
- Community Kitchen Aggregators
- Morris Brothers
- Life Vitamins
- Bee Keepers

Distributors
- Chattanooga Food Bank
- Ministerial Assoc.
- Blount County Food Bank
- Internet
- CSAs

Recyclers
- Society Saint Andrews
- UT Extension (education)
- Chattanooga Food Bank
- Greener's

Public Consumption
- Nutrition Education Access
- Farmers Markets & CSAs
- Institutions
- Schools
- Nursing Homes
- Churches

Restaurants
- Pig 'n' Catch
- Los Ranchos
- Scotties
- Little Maggie's Diner
- Campbell's Restaurant
- Pizza King
- Stores
- Pig 'n' Wiggly
- Dav-A-Lot

Recycling & Composting
- Producers Farm Programs
Place Based Issues & Opps

- **Assets:** Potential for ‘living wall’
  - Good space for mural
  - Provides a ‘backdrop’
- **Challenges:** Very industrial feel.

16’-22’ wall

- no easy access to available parking
- tall metal fence surrounding site
- electricity only available in this area.

**Main Street Buildings**

- **9th Street**
  - steep stairs
  - no existing greenspace
  - potential greenway extension
  - bike lanes

- **CBD Loop**
  - grassy verge
  - open space
  - DEPOT

- **Alley Way**
  - steep stairs
  - hot sun
  - no easy access to available parking

- **Map**

**Image**

- People walking on a sidewalk next to a building.
SMART Action Planning
Action Plan and Resources

• Document the process, stakeholders and actions
• Identify project for implementation funding
• Document additional resources and best practices